

From: Richard Rupert/R3/USEPA/US
Sent: 1/19/2012 9:13:00 PM
To: Helen Duteau/R3/USEPA/US@EPA
CC: Alexander Mandell/R3/USEPA/US@EPA; Ann DiDonato/R3/USEPA/US@EPA; Carrie Deitzel/R3/USEPA/US@EPA; Kelley Chase/R3/USEPA/US@EPA; Michael Kulik/R3/USEPA/US@EPA; Richard Fetzter/R3/USEPA/US@EPA; Richard Rupert/R3/USEPA/US; Roy Seneca/R3/USEPA/US@EPA; Terri-A White/R3/USEPA/US@EPA; Trish Taylor/R3/USEPA/US; Vance Evans/R3/USEPA/US@EPA
Subject: Re: Press Protocol Reminder

We really should not be agreeing to sample in front of the press. It is fine to stage a shot for their video but, we should resist to the great degree possible subjecting our sampling operation to video collection.

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Cc: Michael Kulik/R3/USEPA/US@EPA, Roy Seneca/R3/USEPA/US@EPA, Terri-A White/R3/USEPA/US@EPA
Date: 01/19/2012 04:38 PM
Subject: Press Protocol Reminder

- It's fine to talk to local press using **only** the messages in the fact sheet and the Message to Residents (attached).
- The CICs will serve as spokespeople in the field.
- Conduct EPA press interviews off of private property, and not in front of homes to ensure privacy.
- Property owners are the only ones who have the authority let press on to their property for an interview.
- In the event that homeowners let the press (especially TV) into their homes while we are working: It's up to the homeowner, but let Trish and the CICs manage this. It's appropriate to explain to the homeowner that we have a job to do that requires us to be precise (sampling) and that having cameras there is a distraction. We can offer to speak to the reporters after we finish, or away from the OSC's work. In our experience, most reporters and homeowners will be sensitive to this.
- Please let Public Affairs know who you speak to as soon as possible after the interviews. This also applies should you get any elected officials approach you.

[attachment "FINAL Dimock Fact Sheet 1.19.12.pdf" deleted by Richard Rupert/R3/USEPA/US] [attachment "FINAL Dimock Message for Residents 1.19.12.docx" deleted by Richard Rupert/R3/USEPA/US]

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